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Billings concert benefits music business course at UM

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UNIVERSITY RELATIONS • MISSOULA, MT 59812 • 406-243-2522 • FAX: 406-243-4520

NEWS RELEASE

Nov. 9, 2001

Contact: Jane Ratzlaff, UM School of Business Administration, (406) 243-4569.

BILLINGS CONCERT BENEFITS MUSIC BUSINESS COURSE AT UM

MISSOULA—

Mannheim Steamroller, the top-selling Christmas group of all time, will launch its Christmas Extraordinaire tour with a Billings concert that benefits a music business pilot program at The University of Montana-Missoula.

The Nov. 16 concert kicks off at 7:30 p.m. in the MetraPark Arena. Tickets are still available by calling (800) 366-8538.

Chip Davis, Grammy Award-winning composer and lead musician of Mannheim Steamroller, has designated some concert proceeds to help create an educational program in UM's School of Business Administration to prepare people for careers in music business.

The new three-credit course, Music Business Pilot Program, will be offered spring semester 2002 with a limit of 30 students. Its objective is to give students a thorough understanding of the processes involved in developing, presenting and sustaining an artist's career, while incorporating and developing core principles of business administration. Furthermore, the course will provide a sound introduction to career options in the music business, including public facility management, marketing, promotion, agencies, talent buying, artist management and presenting.

A core group of volunteers headed by UM alumnus Brian Knaff has helped UM develop the course and arrange the benefit concert.

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Manheim.rl-2

Mannheim Steamroller creator Davis is one of music's most successful innovators and entrepreneurs. By mixing pop music with classical and rock styles, he has injected new life into country music and rejuvenated Christmas music with his best-selling series of holiday albums. He is the founder and president of American Gramophone, his own record company.

Mannheim Steamroller has sold 18 million Christmas records worldwide. The group's latest album, "Christmas Extraordinaire," was released Oct. 30 and is the basis for the group's 12-state tour, which begins in Billings and ends Dec. 28 in Omaha, Neb.

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CBS
Local, Billings Gazette
Manheim.rl